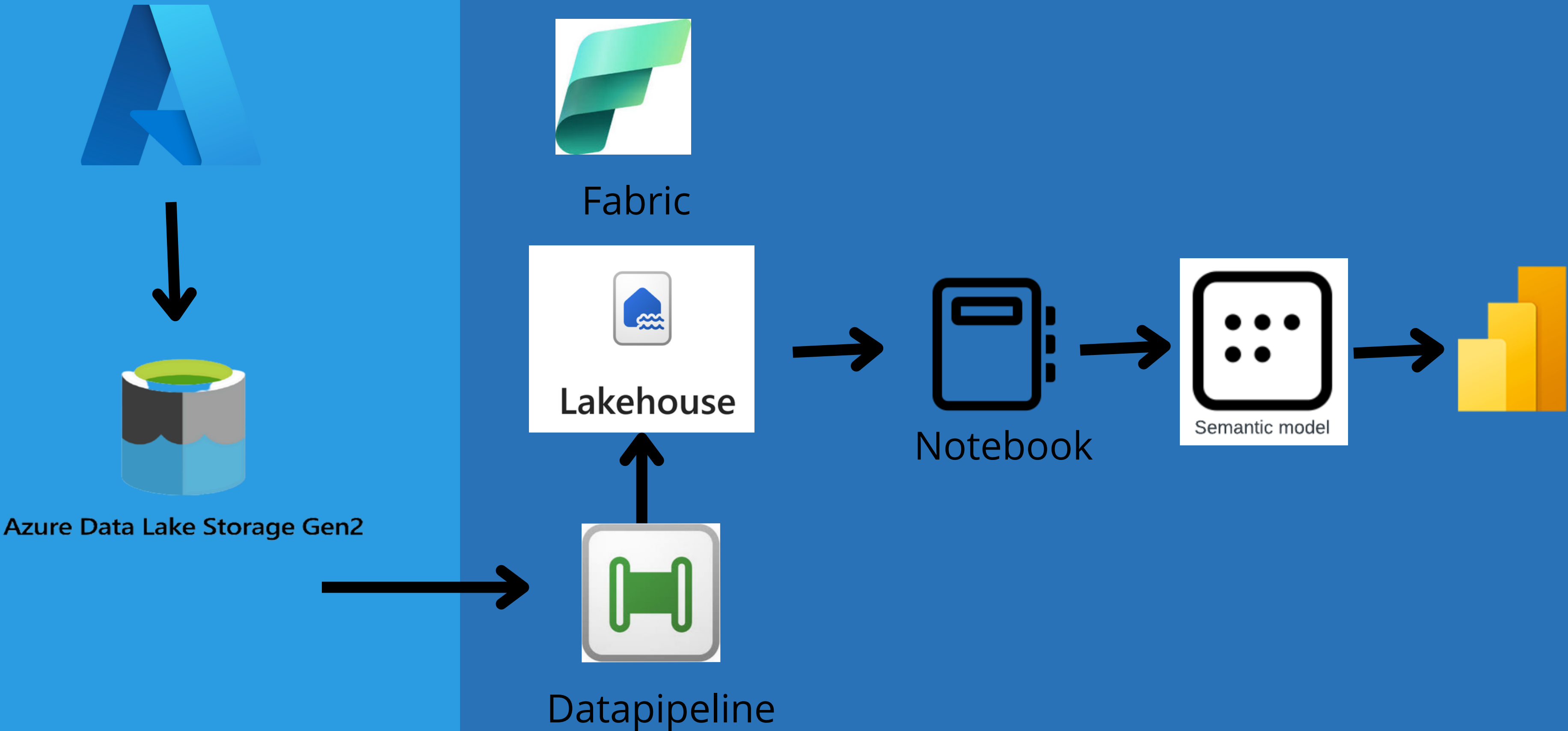


End-to-end e-commerce analytics pipeline built using Microsoft Azure, Fabric, Data Pipeline, and PySpark



Business Question?

The business **challenge** is that **customer data is scattered across multiple systems**, making it difficult to understand:

1. Who the customers are
2. How valuable they are
3. How they interact with the platform
4. Where friction or issues occur

The goal is to build an end-to-end analytics pipeline that consolidates these data sources into a Customer 360 view to support reporting, decision-making, and future analytics.

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